

VAB Meeting Minutes
July 17, 2018
Beachaven Winery

Chuck called the meeting to order at 9:30 a.m.

Present:

Chuck Belt, Chairman

Melanie Beauchamp, Secretary, Dept. of Tourist Development

Brad Goss

Brian Hamm

Ed Harlan, Dept. of Agriculture

Walt Chism

Guest: Jai Templeton, Commissioner Dept. of Agriculture

Absent:

Josh Brown

Rob Ramsey

It was discussed that since Tammy Algood was no longer on the Advisory Board, no one was currently serving as secretary. Melanie Beauchamp, with Dept. of Tourist Development, was asked to serve as secretary and she agreed.

Louisa asked if the group should look at rotation for TVAB and asked who is monitoring the start and stop date for those serving.

Old Business: Each person was to have a rough draft of assigned portion of the plan for 2018.

New Business:

Brad Goss asked about the follow up to the presented plan, and what has happened.

Commissioner Templeton stated he is aware of issues. There is a need for legislative support for dedicated funding. He toured Missouri to look at their model. He has seen the plan and it is aligned with where we want to go and move forward to get that dedicated funding.

Brad Goss: Anything needed from VAB to get ready for next session?

Templeton: Rep. Sanderson and Sen. Yager could possibly provide guidance.

Louisa Cook stated she is frustrated with TVAB and lack of assistance from state level. She provided a copy of the Chapter 30 of Vitaculture and stated that it is a legal mandate that Dept. of Tourist Development and Dept. of Agriculture be involved.

Extension is to submit budget and it gets killed.

Chuck: If it gets to the floor it can be funded

Templeton: The budget goes to both the Chairman of Agriculture in the Senate and House.

Louisa: VAB needs to act stronger. Kurt added, this is the oldest industry and we are not ashamed of it.

Determined Action Items:

- Evaluate the plan
- Provide talking points to members so that everyone is communicating the same message
- Use Economic Impact numbers to show value

- Get a plan together to be ready for next legislative session

Templeton Comments:

- Suggested having Rob Holland at next meeting
- Center for Profit of Ag study presents very well
- Looking at \$250,000-500,000 to get started
- Multi-year plan/ long-term strategy must be established
- Wineries are liked in Tennessee
- Grants have been changed to address wineries
- There is more discussion from farmers and more attention than ever

Rebecca Wallin: Speaking to Representatives is difficult when they hide

Louisa: There needs to be legislative representative committee: Walt / TVAB and Don TFWA

The next meeting of the VAB will be at 9:30 a.m. on Tuesday, Nov 6, 2018 at Hillside Winery in Sevierville Brad made the motion to adjourn the meeting and it was seconded by Melanie.

The meeting adjourned at 10:30 a.m.